

Medicaid Preventive Health Assistance

PREVENTIVE HEALTH ASSISTANCE (PHA). House Bill 663 created a benefit now known as Preventive Health Assistance. Preventive Health Assistance, or PHA is designed to improve the health of Idahoans by providing incentives to Medicaid participants to make good health decisions. The Behavior PHA is designed to help participants change personal health habits and the Wellness PHA encourages the use of preventive services.

Behavior PHA

Who can participate?

- Any Medicaid participant who needs to lose/gain weight or stop tobacco usage
- Participants who complete a Health Questionnaire
- Participants who have a body mass index <18.5 or >29 or use tobacco products

How are benefits activated and maintained?

- Participants sign an agreement to participate in a healthy weight program with curriculum that includes: physical fitness, balanced diet &/or personal health education or participants are enrolled in an approved tobacco cessation program
- Additional benefits are available as participants meet their goals
- Benefits are available up to 200 points/dollars per year if all standards are met

How are benefits administered?

- Vouchers are issued for services or products
- Eligible services include weight loss program enrollment and dues, tobacco cessation program enrollment fees, tobacco cessation products, gym membership fees, and healthy lifestyle classes that meet established standards.

Wellness PHA

Who can participate?

- Title XXI participants who are required to pay a premium

How are benefits activated and maintained?

- Participants must keep child wellness exams and immunizations up-to-date
- Benefits are available up to 120 point/dollars per year

How are benefits administered?

- Covers delinquent premiums when preventive services are kept up-to-date
- Vouchers are issued for athletic safety equipment, sports memberships or gym memberships upon approval when participants are current on their premium payments